

1 CLAIMS

2 What is claimed is:

Sub A¹ 1. A method for alerting a viewer of a program, said method comprising the steps of:

3 receiving a signal indicating viewer interest in a program;

4 retrieving program information in response to the received signal;

5 and

6 at approximately time of broadcast of the program , issuing a

7 notification to notify the viewer of the broadcast of the program.

1 2. The method as set forth in claim 1, further comprising the step
2 of switching a broadcast receiver to tune to the program when the viewer
3 selects to view the program in response to the notification.

1 3. The method as set forth in claim 1, wherein the step of issuing
2 a notification comprises the step of displaying on a viewing device the
3 notification.

1 4. The method as set forth in claim 1, wherein the step of issuing
2 a notification comprises the step of issuing a notification that includes a
3 program selector to enable the viewer to select to view the program.

1 5. The method as set forth in claim 4, wherein the program
2 selector comprises a button.

Sub A² 1 6. The method as set forth in claim 3, wherein the notification
2 includes a button enabling the viewer to select to view the program, said

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3 method further comprising the step of switching a broadcast receiver to tune
4 to the program when the viewer selects the button.

1 7. The method as set forth in claim 1, wherein the time at which
2 the notification is issued is derived from program information retrieved.

Sub A3

1 8. The method as set forth in claim 1, further comprising the step
2 of:

3 generating a second notification during a broadcast of a program
4 advertisement, said second notification asking the viewer whether the
5 viewer has interest in the program;
6 wherein said signal indicating viewer interest is generated by the
7 viewer responding to the second notification.

1 9. The method as set forth in claim 1, wherein a view indicates
2 interest by selecting a program from an electronic program guide.

1 10. The method as set forth in claim 1, further comprising the step
2 of generating a calendar of at least one program of interest.

1 11. A method for alerting a viewer of a program, said method
2 comprising the steps of:
3 issuing a first notification during a broadcast of an advertisement of
4 an upcoming program, said first notification asking a viewer whether the
5 viewer has interest in the program;
6 receiving a signal indicating viewer interest in a program;

7 retrieving program information in response to the received signal;

8 and

9 at approximately time of broadcast of the program , issuing a second
10 notification to notify the viewer of the broadcast of the program.

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cancel.
1 12. The method as set forth in claim 11, further comprising the
2 step of switching a broadcast receiver to tune to the program when the
3 viewer selects to view the program in response to the second notification.

1 13. The method as set forth in claim 11, wherein the step of issuing
2 a notification comprises the step of displaying on a viewing device the
3 second notification.

1 14. The method as set forth in claim 11, wherein the step of issuing
2 a second notification comprises the step of issuing the second notification
3 that includes a program selector to enable the viewer to select to view the
4 program.

1 15. The method as set forth in claim 14, wherein the program
2 selector comprises a button.

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1 16. The method as set forth in claim 13, wherein the second
2 notification includes a button enabling the viewer to select to view the
3 program, said method further comprising the step of switching a broadcast
4 receiver to tune to the program when the viewer selects the button.

1 17. The method as set forth in claim 11, wherein the time at which
2 the second notification is issued is derived from program information
3 retrieved.

Sub A5 > 18. The method as set forth in claim 1, wherein the first
2 notification includes a button enabling the viewer to indicate interest.

1 19. An apparatus comprising:
2 a first receiver configured to receive broadcast signals;
3 a second receiver configured to receive at least one control signal, said
4 control signal issued to indicate viewer interest in a program to be broadcast;
5 a controller coupled to the first receiver and second receiver, said
6 controller configured to retrieve program information in response to receipt
7 of the control signal and issue, at approximately a time of broadcast, a
8 notification to the viewer of the broadcast of the program.

1 20. The apparatus as set forth in claim 19, wherein the controller is
2 further configured to generate a second notification asking the viewer
3 whether the viewer has interest in the program.

1 21. The apparatus as set forth in claim 20, wherein the second
2 notification is generated during broadcast of an advertisement of the
3 program.

1 22. The apparatus as set forth in claim 21, wherein the second
2 notification comprises a notification window superposed over the
3 advertisement broadcast.

1 23. The apparatus as set forth in claim 20, wherein the viewer
2 indicates interest in the program by selection of a button located in the
3 notification window, wherein the control signal is generated in response to
4 the viewer indicating interest.

1 24. The apparatus as set forth in claim 19, wherein the notification
2 includes a button enabling the viewer to select to view the program, said
3 controller further configured to control to switch a broadcast receiver to tune
4 to the program when the viewer selects the button.

1 25. The apparatus as set forth in claim 19, wherein the second
2 receiver is further configured to tune to the program when the viewer
3 selects to view the program in response to the notification.

1 26. The apparatus as set forth in claim 19, further comprising a
2 viewing device, said notification displayed on the viewing device.

1 27. The apparatus as set forth in claim 19, wherein the notification
2 comprises further comprises a program selector to enable the viewer to
3 select to view the program.

1 28. The apparatus as set forth in claim 27, wherein the program
2 selector comprises a button.

1 29. The apparatus as set forth in claim 26, wherein the notification
2 includes a button enabling the viewer to select to view the program, second
3 receiver tuning to the program when the viewer selects the button.

1 30. The apparatus as set forth in claim 27, wherein the time at
2 which the notification is issued is derived from program information
3 retrieved.

1 31. The apparatus as set forth in claim 19, further comprising an
2 electronic program guide, said user interest indicated by reference to the
3 electronic program guide.

1 32. The apparatus as set forth in claim 19, further comprising a
2 calendar identifying at least one program of interest to the viewer.

Sub A6 33. A computer readable medium containing executable
2 instructions which, when excluded in a processing system, causes the system
3 to perform steps for alerting a viewer of a program comprising:
4 receiving a signal indicating viewer interest in a program;
5 retrieving program information in response to the received signal;
6 and
7 at approximately time of broadcast of the program, issuing a
8 notification to notify the viewer of the broadcast of the program.

1 34. The computer readable medium as set forth in claim 33, further
2 comprising instructions which, when executed, switch a broadcast receiver

3 to tune to the program when the viewer selects to view the program in
4 response to the notification.

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1 35. The computer readable medium as set forth in claim 33 further
2 comprising instructions, which when executed perform steps comprising:

3 generating a second notification during a broadcast of a program
4 advertisement, said second notification asking the viewer whether the
5 viewer has interest in the program;
6 wherein said signal indicating viewer interest is generated by the
7 viewer responding to the second notification.

1 36. A computer readable medium containing executable
2 instructions which, when executed in a processing system caused the system
3 to perform steps for alerting a viewer of a program comprising:

4 issuing a first notification during a broadcast of an advertisement of
5 an upcoming program, said first notification asking a viewer whether the
6 viewer has interest in the program;
7 receiving a signal indicating viewer interest in a program;
8 retrieving program information in response to the received signal;
9 and
10 at approximately time of broadcast of the program , issuing a second
11 notification to notify the viewer of the broadcast of the program.

1 37. The computer readable medium set forth in claim 36, further
2 comprising instructions, which when executed, switch a broadcast receiver
3 to tune to the program when the viewer selects to view the program in
4 response to the second notification.

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